

Special Report for
American Writers & Artists Inc.

THE
Art
OF Persuasion:

*How to Get What You Want
Through the
POWER of the **WORD***

THE
Art
OF **Persuasion:**

*How to Get What You Want
Through the POWER of the WORD*

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Introduction: **The Secret to Getting What You Want**

What do you do when you want to sell your boss on a business idea, convince your children to save part of their allowance, or persuade your homeowners' association to decrease the annual dues?

You might try pleading, throwing a bunch of facts and figures at them, or even yelling. But, chances are, those approaches won't get you very far.

Okay ... so what *should* you do?

Use the magical art of persuasion. If you do, you'll stand a very good chance of being heard, respected, and rewarded with the desired response.

You may think it's primarily salespeople and business leaders who use their powers of persuasion to get what they want. But the fact is, we all do. And the better we are at this skill, the more successful we can be — in business, in our personal lives, and in social situations.

This special report will teach you a few simple rules that will make it much easier for you to "sell" your ideas.

The art of persuasion — when used the way we're going to teach it to you — is not about manipulating people. It's about finding a way for everyone to win, and then framing communicating so that people will want to listen to what you have to say, agree with you, and follow your recommendations.

We will show you how to apply the basic principles of persuasion to the everyday situations you encounter. You'll learn to be more persuasive when you're talking to a colleague, a client, your family, a group of strangers, or a neighbor.

Someone once said that nothing happens in life or in industry until someone sells something. What you will learn in the following pages will help you do exactly that. You will know how to determine what you really want and how to use the art of persuasion to get it from anyone, anywhere, anytime.

The Principles of Persuasion: How to Sell ANYTHING – Including Your Ideas and Yourself

One of the most important factors in professional, personal, or social success is knowing how to communicate. And knowing how to communicate — how to convey your thoughts, feelings, and goals with power and conviction — is an important part of the art of persuasion.

Whether you are writing a memo, sending an e-mail, giving a speech, or having a conversation in person, the same six basic principles apply:

1. Know who you're dealing with.
2. Make the message about the other person and his interests, needs, and desires ... not about you.
3. Spell out the benefits that he will get by taking the action you are recommending.
4. Make the benefits concrete — easy for him to imagine.
5. Support your claims with proof or logic.
6. Keep it simple. Presenting a single idea in different ways bolstered by mounting evidence is much stronger than a string of different ideas.

These are the very same secrets you use to write good sales copy. If you learn to apply these principles in all your communications, you'll not only become a better copywriter, you'll also notice positive changes in every area of your life.

Practicing the art of persuasion doesn't just change the way you react to specific situations; it changes the way you view the world and the way others view you. People start to gravitate toward you. Doors that have been closed to you start to open. Problems you couldn't resolve get fixed quickly. And, as a result, you make a lot more money too.

From dramatically improving your personal life to helping you network with the people who can make a huge difference in your career, you're about to discover what mastering the power of the art of persuasion can do for you!

Applying the Principles of Persuasion to Business Situations

Write a Convincing E-Mail

Example: *You've got a great idea that could double sales for your division, and you're sending an e-mail to your boss to try to convince him to act on it.*

What Most People Do: When writing an e-mail about an exciting idea, most people let their emotions get the best of them. They tend to go into too much detail about the idea, bogging the message down and neglecting to make it clear to the reader that he will benefit from it. This leaves the reader scratching his head and asking himself, "What is this guy talking about?"

The Art of Persuasion Technique: No matter how great your idea is, you always must consider who you're writing to. In this case, you're sending an e-mail to someone who is in an upper-management position. Someone at this level has a lot on his plate, so you've got to get to the point quickly if you want to get his attention. You've got to let him know what's in it for him right away — why he should be interested in your idea.

Here's how you might do it:

Subject: An Opportunity to Head a Project That Can Save Us \$3.2 Million

I urgently need to speak with you about a new project that can save the company \$3.2 million over the next year, save our department hundreds of hours of unbillable work, and ultimately get you the funding you need for Project X.

Under your leadership, our team is the perfect group to get the job done right.

If it's convenient, I would like to meet with you at 9 a.m. on Thursday to discuss this further. That will give you enough time to present this idea at your meeting with the Board next week.

I'm afraid if we don't address this opportunity now, someone else might jump on it before you get a chance.

ACTION STEPS TO TAKE TO WRITE A CONVINCING E-MAIL:

- 1.** Position what you have to say in terms of the way your idea will benefit your reader.
- 2.** Make it clear to your reader exactly how your idea will benefit him. Spell it out.
- 3.** Get right to the point, and back it up with concise, relevant facts and figures.
- 4.** To motivate your reader to take the next step, explain why immediate action is necessary.

Deliver a Powerful Presentation

Example: *You have a chance to present an unconventional idea to your boss and three other department heads. If you can convince them to act on it, the promotion you've been angling for is a done deal.*

What Most People Do: People generally walk into a situation like this armed with plenty of ammunition to support and defend their idea. They have data, tables, and other information to help prove their claims. But even though they're passionate about the idea, they simply don't know how to get others excited about it. They've got enough proof to make others see its value, but they don't give them a reason to feel compelled to do anything about it.

The Art of Persuasion Technique: In addition to supporting your claims with proof and logic (which is critically important to building your case), you must make an emotional connection with your audience by getting under their skin and into their heads.

To do this, spend some time thinking about the concerns and needs they have. Then figure out how your idea can solve at least one of their problems.

Let's say, for instance, that the president of the company is coming down hard on department heads because of a huge financial setback that occurred earlier in the year. This tells you that the people you're meeting with are desperate for a big score. So you might hit that emotional hot button by building a case that your idea will increase sales by 20% to 30%.

Keep your presentation simple. Focus on the money that can be made and what that could mean to their careers. Help them picture themselves getting more respect, moving to a corner office, and having the big boss give them a little more breathing space — all because they implemented your idea.

ACTION STEPS TO TAKE TO MAKE A POWERFUL PRESENTATION:

1. Figure out how your idea can solve or address at least one of your target audience's most pressing concerns — and make that the main point of your presentation.
2. Get them excited about your idea by spelling out the ways it will benefit them. Make it easy for them to imagine how taking action on your idea will be in their best interest.
3. Use facts and figures to prove your claims, but keep the presentation simple, always focusing on their problem(s) and your solution.

Write a Winning Business Proposal

Example: *You have a great idea for a new business. You've done your research and are sure that it will work. Now, all you have to do is get the financing to get started — but you are afraid potential investors will be scared off because the idea is so radical.*

What Most People Do: People usually do a pretty good job of researching the market for a new business, the target audience, what to charge, the competition, etc. But when it comes time to write a proposal, they don't know how to do it in a way that will convince a potential investor to fund it.

The Art of Persuasion Technique: If you want to persuade someone to give you his money, you've got to make him believe that doing so will be good for *him*. He's probably considering more than one business proposal, so you've got to make yours stand out from the others. That won't happen by throwing a bunch of dry, boring facts at him.

Do some digging to find out what this particular investor looks for in a business. Then get him emotionally involved in your business by tell him what he wants to hear. Show him that by backing you, he can get the kind of investment he's looking for.

Let's say, for example, that most of the projects this investor has funded before have taken off quickly. Clearly, he's not interested in businesses that are still in the planning stages. He likes to put his money into something that is ready to take off. So, you might want to emphasize the fact that you can roll out your business the minute you get the necessary funding, that you already have 50 clients lined up, and that your idea has unlimited growth potential.

Don't overwhelm the investor by making your proposal too complicated. Take one single idea that you know will pique his interest and present it in several different ways, along with enough evidence to support your case.

ACTION STEPS TO TAKE TO WRITE A WINNING PROPOSAL:

1. Do your homework to find out what the investor looks for in an investment.
2. Present your business in a way that makes the investor feel that if he backs you financially, he'll get the kind of investment he wants.
3. Focus on the one aspect of your business that has the potential to be most appealing to him, and present it in several different ways.
4. Back up your claims about your business with enough evidence to make him feel confident that he'll be making the right decision by giving you his money.

Win Support for Your Idea in a Business Meeting

Example: *At the next staff meeting, you plan to suggest that your department implement flex-time, with shifts starting between 6:00 a.m. and 10:00 a.m. How do you convince the group to agree with you?*

What Most People Do: Ideas presented in business meetings often never make it out of the door, because the presenter doesn't take the time beforehand to figure out how to make his case and get everyone else excited about it.

The Art of Persuasion Technique: Before the meeting, spend some time thinking about how your idea can benefit the people whose support you need in order to make it happen. Figure out what you can say to them to convince them to at least explore the option — what facts and figures you can show them to make them believe your idea can help them in some important way.

In this case, you could explain that implementing flex-time would mean that someone would be in the office for at least 12 hours a day to oversee operations and handle any problems that arise. Your boss would benefit because her boss would receive fewer complaints about a lack of staff support before 9:00 a.m. And staff members would enjoy more personal freedom if each one could select the work schedule that best suits him. You could also mention that studies show that employees who have flex-time are happier with their jobs and less likely to quit.

ACTION STEPS TO TAKE TO WIN SUPPORT FOR YOUR IDEA IN A BUSINESS MEETING:

1. Take time prior to the meeting to figure out how your idea will benefit the various members of the group, as well as the company as a whole.
2. Clearly spell out all of the benefits.
3. Support your claims with facts.

Make a Rousing Speech

Example: *You're a supervisor and your team is about to kick off a brand-new project that will make millions of dollars for the company. The bad news is that they're going to have to work a 48-hour shift to make sure the new systems are installed and running properly. What do you say to motivate them?*

What Most People Do: When giving a speech, most people simply get up and talk, without carefully planning what they're going to say. The result is a rambling discourse that only occasionally touches on anything that is important to their listeners

The Art of Persuasion Technique: Know what you want to say and figure out how to make it relevant to your audience.

In the case of our example, you might use the principles of persuasion to say something like this:

"The next 48 hours may be some of the most grueling hours many of you have ever spent. Some of you will sleep here overnight on the hard floor in sleeping bags. Others will work a 24-hour shift and forgo any sleep at all.

"But 48 hours from now, we will have single-handedly increased the profits of our company by \$1.2 million.

"\$1.2 million in just 2 days. I know you're wondering if you will personally see any of that money. You bet you will!

"Each of you will receive a very special bonus at the end of the quarter. Plus, because of this project, four new positions were approved just today for our department. That means fewer hours for everyone as we move forward.

"And it means more money for research that can save people's lives. More money for the equipment we need to do our jobs faster. More money for programs that can make a difference in your life and in the lives of our customers.

"I know we're asking a lot of you. But I think the short- and long-term rewards will be

(continued on next page)

ACTION STEPS TO TAKE TO MAKE A ROUSING SPEECH:

1. Know what you want to say.
2. Figure out how to make what you want to say relevant and important to your audience.
3. Practice your speech until you can give it without reading it word for word. Work from an outline or a few notes, so you can make eye contact (and, thus, an emotional connection) with your audience while you are speaking.
4. Clearly spell out the benefits of taking the action you want them to take.
5. Prove to them that they really will receive the benefits offered.